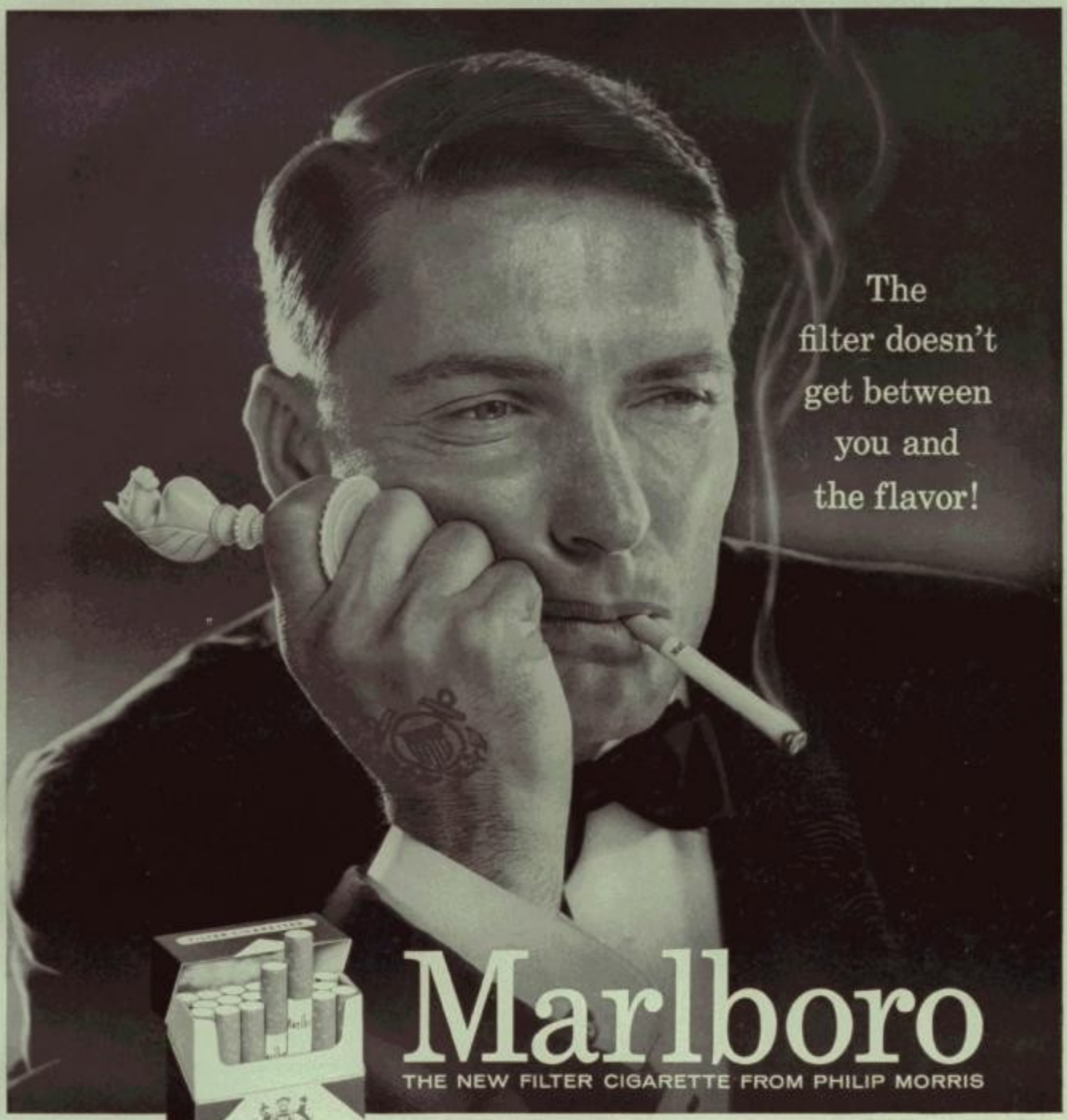
LEO BURNETT COMPANY, *Inc.*
Ad No. 185—Req. No. 55307—1 page—B&W—bleed—10 11/16 x 13 9/16 in.—Look, December 27, 1955 (A)

Chess Player


The filter doesn't get between you and the flavor!
Marlboro
THE NEW FILTER CIGARETTE FROM PHILIP MORRIS
Marlboro
LONG SIZE

NEW FLIP-TOP BOX

Firm to keep cigarettes from crushing. No tobacco in your pocket.

POPULAR FILTER PRICE

Yes, this easy-drawing but hard-working filter sure delivers the goods on flavor. Popular filter price. This new Marlboro makes it easy to change to a filter. This one you'll like.

(MADE IN RICHMOND, VIRGINIA, FROM A NEW PHILIP MORRIS RECIPE)

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